

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	: 09/873,785	Confirmation No.	2842
Applicant	: Chaitanya Kanojia, et al.		
Filed	: 06/04/2001		
Title	: PROMOTIONS ON VIEWING DEVICES		
Group Art Unit	: 2425		
Examiner	: Keiu Oanh T. Bui		
Docket No.	: 325520.02/MFCP.143798		
Customer No.	: 45809		

**VIA EFS – September 29, 2011**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

The present communication is submitted in response to the Non-Final Office Action mailed July 1, 2011. In response to the subject Non-Final Office Action, please amend the above-identified application as follows:

**Amendments to the Claims:** begin on page 2 of this paper.

**Remarks/Arguments:** begin on page 12 of this paper.